



**Request for Qualifications:
Community Engagement for Saddle Rock trail planning**

The [Chelan-Douglas Land Trust](#) (CDLT) is seeking a community engagement and outreach specialist to plan and implement a community engagement process around trail planning for the City of Wenatchee's [Saddle Rock Natural Area](#).

Project Description

Please see attached Project Description and Scope of Work.

Submittal Requirements

Submittals will be evaluated on the following criteria:

1. Expertise and qualifications of the personnel that may provide services relevant to the project scope of work, including any anticipated subcontractors (30%)
2. Familiarity with our local region and the factors that influence our communities, including previous experience working with groups and organizations representative of our diverse community demographics (30%)
3. Fully bilingual (English & Spanish) (30%)
4. Proposed methods for completing the project within the allotted timeline (10%)

The cover page should clearly indicate the contact person's name, phone, and email address, and the company or organization name they represent, if applicable.

Submission

Please submit documents by email in PDF format by 4 p.m. Friday, December 10, 2021 to:

Hanne Beener: hanne@cdlandtrust.org

General Conditions

- This RFQ does not oblige CDLT to award a contract to any respondent. CDLT may request additional information from any respondent, and may reject any or all proposals.
- Proposals may be withdrawn prior to the posted deadline.
- Requests for clarification and questions regarding the project scope of work must be made in writing at least 5 days prior to the submission deadline.

Please direct questions to Hanne Beener, Trails Program Manager: hanne@cdlandtrust.org, phone 509-998-5103.

Project Description:

Strategic Community Engagement for Saddle Rock Trail Planning

Background

The natural geologic feature known as Saddle Rock and the land surrounding it has been a place the Wenatchee community has focused on for access to open space and recreation opportunities for over 100 years. There is a unique sense of ownership of the area by a broad swath of the local communities. Many users were introduced to the area through a field education program hosted by the Wenatchee School District for every 5th grade student, which has been going on for over 15 years. Current anecdotal estimates show over 40% of users are Latino.

The City of Wenatchee purchased Saddle Rock and the surrounding 325 acres in 2011, creating—at long last—a public park, known as Saddle Rock Natural Area. At that time, research into the environmental conditions of the property revealed elevated levels of arsenic and mercury in specific sites related to mining exploration from the mid-20th century. These waste rock piles posed a danger to human health if disturbed, and the state Department of Ecology required the City to remove the waste rock. This remediation process is expensive and extensive, but it is expected to be completed during the period of August – November 2021, during which time the park will be closed to public access.

In 2017, the City built a large new trailhead with full amenities to access Saddle Rock Natural Area, and the adjacent, privately-owned Dry Gulch Preserve that has a more limited scope of public access to the south.

The Land Trust is sensitive to the importance of Saddle Rock to the community, and in preparation for being able to engage in significant trail improvements at Saddle Rock after the remediation is complete, seeks to engage the community of users and would-be users of Saddle Rock in determining how the trail system at Saddle Rock can help provide the experiences people seek while visiting this local icon.

SCOPE OF WORK

Bilingual (Spanish/English) outreach to the communities that use Saddle Rock Natural Area with the purpose of gathering information in multiple ways to answer the following questions:

1. How do people currently use Saddle Rock?
 - a. What trails do they use?
 - b. What experiences do they seek and expect at Saddle Rock?
2. How would people like to use Saddle Rock?
 - a. What experiences would they like to have at Saddle Rock that they do not currently experience?
 - b. What trails are missing? Should there be a trail where there currently is not a trail?
 - c. Related: What are some things that people encounter currently at Saddle Rock that they don't like? What are some things at Saddle Rock that prevent people from the experience they would like to have?

The input from the community around these questions (hereafter called 'Information') will be gathered in a variety of ways, suggestions of which are outlined below. This information will be compiled into a clear and concise summary report that will be used by Chelan-Douglas Land Trust, City of Wenatchee, and other community partners to develop a functional and specific Saddle Rock Trails Plan, which will be implemented on-site in a phased approach.

Phase I: Planning & Consultation

Estimated hours of work: 40

1. Meetings with CDLT staff
 - a. To determine (and update as necessary) target audiences
 - b. To determine (and update as necessary) and provide advice on best methods to collect Information from target audiences
 - c. To develop outreach communication tools for the various target audiences
 - d. To coordinate assimilation of information collected from multiple sources
2. Meetings with any subcontractors who will perform work related to collecting the Information.

Phase I Deliverables:

1. *A final schedule of events and deadlines for rollout of information such as publications, surveys, etc. related to this project*
2. *A final list of contacts representing agreed-upon target audience*
3. *A clear written plan of who will be responsible for what parts of the project*

Phase II: Community Engagement

Estimated hours of work: 160

1. Coordinate gathering Information from a wide variety of people who represent the various user groups and communities that enjoy Saddle Rock, including but limited to:
 - a. Recreation user types: walkers, hikers, runners, equestrians, cyclists, naturalists, dog-owners
 - b. Variety of ages, family structures, and income levels
 - c. CDLT members
 - d. Latinx community
 - e. Relevant indigenous tribes
2. Utilize a variety of bilingual methods to capture Information, potentially including but not limited to:
 - a. Community events: virtual or in-person (conscientious of all public health guidelines)
 - b. Surveys: conducted on-site at Saddle Rock or made widely available online
 - c. Crowdsourcing geo-referenced trail use data via smartphone app (similar to Trailforks, AllTrails, or Strava)
 - d. Presentations to/listening sessions with targeted organized groups.

Phase II Deliverables:

1. *At least 4 community events (can be in-person, virtual, or a mix) to gather the Information*
2. *At least 4 presentations to groups or organizations representative of the entire community (can be in-person, virtual, or a mix)*
3. *A widely distributed survey or other tool for gathering the Information from individuals with a good response rate*

Phase III: Compilation of Information

Estimated hours of work: 32

1. Organize all information collected throughout process and transmit data to CDLT
2. Summary of information, input, and comments collected through the project, which will be referenced as CDLT works with other key partners to develop Saddle Rock Trails Plan.

Phase III Deliverables:

1. *A written report of Information gathered through various tools: survey, community meetings, presentations*
2. *A list of contacts for further follow-up who would be good candidates for serving on an ad-hoc trails planning committee.*

TIMELINE

CDLT recognizes that these are approximate timelines, and there will likely be overlap between all phases. Our current estimates of timeline are as follows:

- Phase I: January – February, 2022
- Phase II: March – September, 2022
- Phase III: October – November, 2022

Note: Saddle Rock Natural Area will be closed to public access during remediation work, conservatively August - November 2022

COMPENSATION

Total compensation will not exceed \$20,000.00.

Contractor will submit invoices for payment on a mutually agreed-upon periodic basis for the term of the contract.

An initial retainer payment prior to beginning work is negotiable.